Rep Order# 9800222 Ver# 5 Status Revised EC'd Yes

Traffic Order# 50965

08/30/2012 10:14 AM 08/29/2012 5:07 PM

Last Received: Showing Buylines: All Rep & Sta Revised Lines

WKRC-TV CINCINNATI, OH Station

Advertiser ) POLITICAL ISSUE GROU

**CROSSROADS GPS** Product Estimate#

ANNE BRAUNSCHEIDEL

Buver Phone# Fax#

Flight Dates

Agency

//1270

TOWSON, MD 21286

600 FAIRMOUNT AVE, SUITE 306

08/23/2012 - 08/29/2012

) MENTZER MEDIA SERVICES

**Hiatus Weeks** 

Agency C/P1/P2/E

Rep Firm

**Printed:** 

Sales Office ( ) WASHINGTON

Salesperson (

) ALEXANDRA BRADLEY

1 of 2

Salesperson Phone# Salesperson FAX#

202-955-5342 202-955-5348

#### --- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN MONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

#### --- REMARKS ---

REVISED ORDER. CAN'T MKGD CN 8/31, FLIGHT ENDS 8/29. PLS CNF

was 105,100.00

Dates Spots/Week # of Total Total Cost Daypart LT Day Time Program Len Rate Ln Spots Weeks \_\_\_\_\_ \_\_\_\_ \_\_\_\_ 1 1 \$3,500.00 \*22 TU 10P-11P MENTALIST :30 \$3,500.00 08/28-08/28 Sales Remark: V5 1X NA

V5 Comment Changed, Spots/week Changed

## ---REPORT TOTALS---

Report Totals: 1 / \$3,500.00

#### ---SALES MONTHLY TOTALS---

Aug 12: 28 / \$53,250.00 Sep 12: 29 / \$48,350.00

Sales Totals: 57 / \$101,600.00 Station Totals: 57 / \$101,600.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

0% EKRC 0 % UNKN 0 % WBOC 0 % WCPO 29% Market Totals \$227,752 CABL 448 17% 0 등 WXIX 7 % WKRC WLWT WSTR

Books null Demos RA35+

Rep Order# 9800222 Ver# 5 Status Revised EC'd Yes

Traffic Order# 50965

Printed: 08/30/2012 10:14 AM 08/29/2012 5:07 PM

Last Received: Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH ) POLITICAL ISSUE GROU Advertiser (

CROSŚROADS GPS Product

Estimate# 1270

ANNE BRAUNSCHEIDEL Buyer

Phone# Fax#

) MENTZER MEDIA SERVICES Agency ( 600 FAIRMOUNT AVE, SUITE 306

TOWSON, MD 21286 //1270

Agency C/P1/P2/E

Flight Dates 08/23/2012 - 08/29/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) ALEXANDRA BRADLEY

2 of 2

Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348 **Rep Order#** 9800222 **EC'd** Yes

Ver# 4 Status Returned

Traffic Order# 50965

Printed: Last Received: 08/29/2012 12:30 PM 08/23/2012 12:09 PM 1 of 2

Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH

Advertiser ( ) POLITICAL ISSUE GROU

Product Estimate#

CROSSROADS GPS 1270

Buyer ANNE BRAUNSCHEIDEL

Phone# Fax# Agency ( ) MENTZER MEDIA SERVICES

600 FAIRMOUNT AVE, SUITE 306 TOWSON, MD 21286

Agency C/P1/P2/E //1270

Flight Dates

08/23/2012 - 08/29/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson (

) ALEXANDRA BRADLEY

Salesperson Phone# Salesperson FAX# 202-955-5342 202-955-5348

### --- CONTRACT COMMENT ---

# --- REMARKS ---

pls see line 22
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*22	TT1	10P-11P	MENTALIST	:30	s3,500.00	08/28-08/28	1	1	2	\$7,000.00	

Station Remark: V4 1x na 8/28 due to conv runover. mg fri 8/31 10-11p ncir blue bloods

# ---REPORT TOTALS---

Report Totals: 2 / \$7,000.00

## ---SALES MONTHLY TOTALS---

Aug 12: 28 / \$53,250.00

Sep 12:

30 / \$51,850.00

Sales Totals: 58 / \$105,100.00
Station Totals: 58 / \$105,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$235,597 CABL 0% EKRC 0% UNKN 0% WBQC 0% WCPO 29%

WKRC 44% WLWT 17% WSTR 0% WXIX 7%

Books null
Demos RA35+

 Rep Order#
 9800222
 Ver#
 4
 Status
 Returned
 Traffic Order# 50965
 Printed:
 08/29/2012 12:30 PM
 2 of
 2

 EC'd
 Yes
 Last Received:
 08/23/2012 12:09 PM

Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH

Agency ( ) MENTZER MEDIA SERVICES Rep Firm

Advertiser ( ) POLITICAL ISSUE GROU 600 FAIRMOUNT AVE, SUITE 306 Sales Office ( ) WASHINGTON
Product CROSSROADS GPS TOWSON, MD 21286 Salesperson ( ) ALEXANDRA BRADLEY

 Estimate#
 1270
 Agency C/P1/P2/E
 //1270

 Buyer
 ANNE BRAUNSCHEIDEL
 Flight Dates
 08/23/2012 - 08/29/2012
 Salesperson FAX#
 202-955-5342

 Phone#
 Hights Weeks
 Salesperson FAX#
 202-955-5348

Phone# Hiatus Weeks Salesperson FAX# 202-955-5348

# Connell II, Jim

From: Sent:

jgaunt@local12.com Wednesday, August 29, 2012 10:00 AM Connell II, Jim; Williams, Lynda Spot - Preempt: Crossroads Grass Root Political - 50965

WKRC-TV Station:

Subject:

<u>.</u>0

Order Order

Information: der #: 50965 der Total: \$10

Order Total: \$105,100.00
Agency: Mentzer Media Services
Advertiser: Crossroads Grass Root Political
Product: CROSSROADS GPS
Alternate Order #: 09800222

Alternate Order # Estimate #: 1270 Flight Dates: 08/: Demo: Adults 35+

08/29/12 : 08/23/12 35+

Millennium, National Millennium Washington DC, Sales Information:

preempted peen have The following spot(s)

(50965 - 22 - 1)Information

08/28/12 Preempted Spot Information Rate: \$3,500.00
Air Date: Tue 08
Eligible Days: -7
Inventory Code:

Days: -T-----Code: Tue Reg 3
Description: Tue F
Code Time: 10:00 I Inventory

Reg 3 PM-11:00 PM Inventory

ΝN

Spot Type: l Length: :30

Length: :30 Channel(s): [1] WKRC Priority: Preemptible w/

Program Overrun Preempt Reason:

Notice

x Fr 10-1110 & style there

# Spot Manager: All, 08/23/12-08/29/12



Order Product Descripti Estimate # | Priority | Spot # | AE Date Weekday Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 1 P-2 1 MWASH 1270 \$600.00 OHSNT\Let's Make a Deal 3:00 PM-4:00 PM CROSSROADS GPS Thursday3:58:36 PM :30 08/23/12 P-2 2 MWASH 3:00 PM-4:00 PM CROSSROADS GPS 1270 :30 \$600.00 OHSNT\Let's Make a Deal 08/24/12 Friday3:58:39 PM 2 \$1,200.00 Line: 2 \$1,500.00 OHSNT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 P-1 1 MWASH Thursday1:36:48 PM 08/23/12 P-1 \$1,500.00 OHSNT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 2 MWASH Friday 1:53:03 PM :30 08/24/12 2 \$3,000.00 Line: 3 2 MWASH \$1,600.00 OHSNT\5p Local 12 News at Fiv(5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 P-1 08/23/12 Thursday 5:08:52 PM :30 1 MWASH \$1,600.00 OHSNT\5p Local 12 News at Fiv(5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 P-1 08/24/12 Friday5:14:16 PM 2 \$3,200.00 Line: 4 1270 P-2 1 MWASH CROSSROADS GPS \$1.800.00 OHSNT\6p Local 12 News at Six6:00 PM-6:30 PM 08/23/12 Thursday3:09:37 PM :30 CROSSROADS GPS 1270 P-2 2 MWASH \$1,800.00 OHSNT\6p Local 12 News at Six6:00 PM-6:30 PM 08/24/12 Friday3:08:49 PM 2 \$3,600.00 Line: 5 1270 P-2 2 MWASH **CROSSROADS GPS** \$1,400.00 OHSNT\M-F 7p-730p 7:00 PM-7:30 PM :30 08/23/12 Thursday':21:34 PM P-2 CROSSROADS GPS 1270 1 MWASH 7:00 PM-7:30 PM \$1,400.00 OHSNT\M-F 7p-730p 08/24/12 Friday':28:23 PM 2 \$2,800.00 Line: 6 1270 P-2 1 MWASH **CROSSROADS GPS** Thursday7:40:16 PM :30 \$1,400.00 OHSNT\M-F 730p-8p 7:30 PM-8:00 PM 08/23/12 P-2 2 MWASH CROSSROADS GPS 1270 7:30 PM-8:00 PM 08/24/12 Friday':55:20 PM :30 \$1,400.00 OHSNT\M-F 730p-8p 2 \$2,800.00 Line: 7 P-2 11:35 PM-12:35 XM **CROSSROADS GPS** 1270 1 MWASH \$750.00 OHSNT\Letterman Friday2:16:41 XM :30 08/24/12 1270 P-2 2 MWASH 11:35 PM-12:35 XM **CROSSROADS GPS** :30 \$750.00 OHSNT\Letterman 08/24/12 Friday2:49:47 XM 2 \$1,500.00 Line: 8 P-2 **CROSSROADS GPS** 1270 1 MWASH 08/23/12 Thursday1:34:14 PM :30 \$1,900.00 OHSNT\11p M-Su Local 12 New 11:00 PM-11:35 PM P-2 4 MWASH 1270 **CROSSROADS GPS** \$1,900.00 OHSNT\11p M-Su Local 12 New 11:00 PM-11:35 PM 08/24/12 Friday1:54:31 PM :30 P-2 2 MWASH 1270 \$1,900,00 OHSNT\11p M-Su Local 12 New 11:00 PM-11:35 PM CROSSROADS GPS :30 08/25/12 Saturday1:55:51 PM 1270 P-2 3 MWASH \$1,900.00 OHSNT\11p M-Su Local 12 New 11:00 PM-11:35 PM **CROSSROADS GPS** :30 08/26/12 Sunday1:31:59 PM 4 \$7,600.00 Line: 9 P-2 2 MWASH CROSSROADS GPS 1270 \$5,000.00 OHSNT\Thu Reg 3 10:00 PM-11:00 PM 08/23/12 Thursday):34:00 PM :30 1270 P-2 1 MWASH 10:00 PM-11:00 PM CROSSROADS GPS 08/23/12 Thursday):47:19 PM :30 \$5,000.00 OHSNT\Thu Reg 3 2 \$10,000.00 Line: 10

# **Spot Manager: All, 08/23/12-08/29/12**



Order Product Descripti Estimate # Priority Spot# AE Rate Ad-ID Inv. Code (Booked) Time Period Date Weekday | Air Time | Length Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 10 P-1 1 MWASH 1270 \$1,100.00 OHSNT\ Face the Nation 10:30 AM-11:00 AM CROSSROADS GPS 08/26/12 Sunday):29:27 AM :30 1 \$1,100.00 Line: 11 CROSSROADS GPS 1270 P-2 1 MWASH :30 \$850.00 OHSNT\630p Local 12 News Su 6:30 PM-7:00 PM 08/26/12 Sunday3:29:41 PM 1 \$850.00 Line: 12 1270 P-2 1 MWASH CROSSROADS GPS Sunday7:57:40 PM :30 \$4,000.00 OHSNT\Sun Reg 1 7:00 PM-8:00 PM 08/26/12 P-2 1270 2 MWASH 7:00 PM-8:00 PM CROSSROADS GPS 08/26/12 Sunday3:58:56 PM :30 \$4,000.00 OHSNT\ Sun Reg 1 2 \$8,000.00 Line: 13 10:00 PM-11:00 PM CROSSROADS GPS 1270 P-2 2 MWASH \$3,200.00 OHSNT\ Sun Reg 4 Sunday):35:33 PM :30 08/26/12 P-2 CROSSROADS GPS 1270 1 MWASH 08/26/12 Sunday):50:13 PM :30 \$3,200.00 OHSNT\ Sun Reg 4 10:00 PM-11:00 PM 2 \$6,400.00 Line: 14 P-2 1 MWASH 3:00 PM-4:00 PM CROSSROADS GPS 1270 :30 \$600.00 OHSNT\Let's Make a Deal 08/27/12 Monday3:59:19 PM P-2 2 MWASH **CROSSROADS GPS** 1270 Tuesday3:58:40 PM :30 \$600.00 OHSNT\Let's Make a Deal 3:00 PM-4:00 PM 08/28/12 **CROSSROADS GPS** 1270 P-2 3 MWASH 08/29/12Wednesday3:28:34 PM :30 \$600.00 OHSNT\Let's Make a Deal 3:00 PM-4:00 PM 3 \$1,800.00 Line: 15 P-1 1 MWASH \$1,500.00 OHSNT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 08/27/12 Monday1:43:20 PM :30 \$1,500.00 OHSNT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 P-1 2 MWASH 08/28/12 Tuesday1:43:06 PM :30 \$1,500.00 OHSNT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 P-1 3 MWASH 08/29/12Wednesday I:38:46 PM :30 \$4,500.00 Line: 16 P-1 2 MWASH \$1,600,00 OHSNT\5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 :30 08/27/12 Monday5:07:37 PM \$1,600.00 OHSNT\5p Local 12 News at Fiv(5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 P-1 3 MWASH :30 08/28/12 Tuesday5:07:45 PM 1 MWASH 1270 P-1 08/29/12Wednesday5:21:46 PM :30 \$1,600.00 OHSNT\5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS \$4,800.00 Line: 17 P-2 2 MWASH CROSSROADS GPS 1270 \$1,800.00 OHSNT\6p Local 12 News at Six6:00 PM-6:30 PM :30 08/27/12 Monday3:23:58 PM 1270 P-2 1 MWASH CROSSROADS GPS :30 \$1,800.00 OHSNT\6p Local 12 News at Six 6:00 PM-6:30 PM Tuesday3:14:48 PM 08/28/12 **CROSSROADS GPS** 1270 P-2 3 MWASH \$1,800.00 OHSNT\6p Local 12 News at Six 6:00 PM-6:30 PM 08/29/12Wednesday3:13:16 PM 3 \$5,400.00 Line: 18 P-2 1270 3 MWASH CROSSROADS GPS 08/27/12 Monday7:21:14 PM :30 \$1,400.00 OHSNT\M-F 7p-730p 7:00 PM-7:30 PM 1270 P-2 1 MWASH :30 \$1,400.00 OHSNT\M-F 7p-730p 7:00 PM-7:30 PM CROSSROADS GPS 08/28/12 Tuesday':12:13 PM 1270 P-2 2 MWASH 7:00 PM-7:30 PM CROSSROADS GPS 08/29/12Wednesday7:10:52 PM :30 \$1,400.00 OHSNT\M-F 7p-730p 3 \$4,200.00

WIDE GRBIT

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 08/23/12-08/29/12



Order Product Descripti Estimate # Priority | Spot # AE Rate Ad-ID Inv. Code (Booked) Time Period Date Weekday | Air Time | Length | Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 19 P-2 2 MWASH \$1,400.00 OHSNT\M-F 730p-8p 7:30 PM-8:00 PM CROSSROADS GPS 1270 08/27/12 Monday':44:56 PM :30 P-2 1 MWASH \$1,400.00 OHSNT\M-F 730p-8p 7:30 PM-8:00 PM **CROSSROADS GPS** 1270 08/28/12 Tuesday':46:00 PM :30 1270 P-2 3 MWASH CROSSROADS GPS \$1,400.00 OHSNT\M-F 730p-8p 7:30 PM-8:00 PM 08/29/12Wednesday7:41:00 PM 3 \$4,200.00 Line: 20 P-2 11:35 PM-12:35 XM CROSSROADS GPS 1270 4 MWASH :30 \$750.00 OHSNT\Letterman 08/27/12 Monday2:32:55 XM 1 MWASH :30 \$750.00 OHSNT\Letterman 11:35 PM-12:35 XM **CROSSROADS GPS** 1270 P-2 08/27/12 Mondayl:46:53 PM CROSSROADS GPS 1270 P-2 2 MWASH 08/28/12 Tuesday2:36:04 XM :30 \$750.00 OHSNT\Letterman 11:35 PM-12:35 XM P-2 3 MWASH CROSSROADS GPS 1270 08/29/12Wednesday2:15:09 XM :30 \$750.00 OHSNT\Letterman 11:35 PM-12:35 XM 11:35 PM-12:35 XM CROSSROADS GPS 1270 P-2 5MWASH :30 \$750.00 OHSNT\Letterman 08/29/12Wednesday2:38:51 XM 5 \$3,750.00 Line: 21 **CROSSROADS GPS** 1270 P-2 2 MWASH 08/27/12 Mondayl:31:02 PM \$1,900.00 OHSNT\11p M-F Local 12 News 11:00 PM-11:35 PM P-2 1 MWASH Tuesdayl:34:47 PM :30 \$1,900.00 OHSNT\11p M-F Local 12 News 11:00 PM-11:35 PM **CROSSROADS GPS** 1270 08/28/12 3 MWASH 1270 P-2 08/29/12Wednesdayl:35:27 PM :30 \$1,900.00 OHSNT\11p M-F Local 12 News 11:00 PM-11:35 PM CROSSROADS GPS 3 \$5,700.00 Line: 22 1270 P-2 2 MWASH 10:00 PM-11:00 PM **CROSSROADS GPS** Tuesday1:02:20 PM \$3,500.00 OHSNT\Tue Reg 3 :30 \$3,500.00 Line: 23 1270 P-2 1 MWASH CROSSROADS GPS 08/29/12Wednesday3:42:59 PM :30 \$5,500.00 OHSNT\ Wed Reg 2 9:00 PM-10:00 PM \$5,500.00 Line: 24 1270 P-2 1 MWASH \$5,000.00 OHSNT\Wed Reg 3 10:00 PM-11:00 PM **CROSSROADS GPS** 08/29/12Wednesday1:05:38 PM 1 \$5,000.00 Line: 25 1270 P-3 1 MWASH 08/25/12 Saturday':16:16 PM :30 \$600.00 OHSNT\Sa Prime Access Rotatc7p-8p **CROSSROADS GPS** 1 \$600.00 Line: 26 P-3 1270 1 MWASH \$600.00 OHSNT\6pm Local 12 News Sat 6p-630p CROSSROADS GPS Saturday3:15:29 PM :30 08/25/12 \$600.00 57 \$101,600.00 57 \$101,600.00 57 \$101,600.00 57 \$101,600.00 57 \$101,600.00

WIDE DRBIT